

**ABSTRACT**

An ink receptive medium is disclosed. An ink receptive medium in accordance with the present invention comprises an ink receptive layer that is applied on a predetermined area of a non-porous image layer that has been printed on a substrate. The ink receptive layer of the present invention is receptive to an inkjet ink. Ink receptive medium made with this invention has utility for customized commercial printed advertising media that includes banners, displays, poster, signs, and the like.